

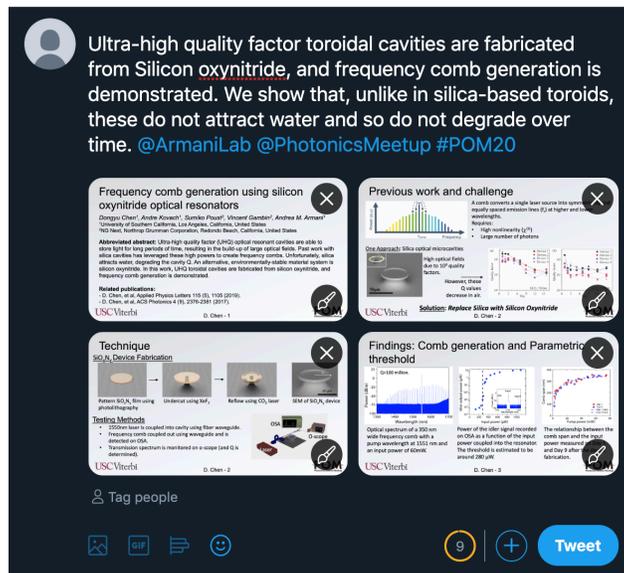
Guidelines for preparing your poster for the POM Poster Session

Virtual poster format

Unlike a conventional poster which usually consists of a large single sheet, the virtual poster will consist of four images that will be tweeted all at once, as shown in the example below. As such, there are several aspects that must be considered before posting:

- Aspect ratio and legibility of images on Twitter
- Number of images that can be contained in a single tweet
- Hashtags for increasing visibility and associating the poster with conference

Here is an example tweet from a previous POM event [note that you will have to use new hashtags, as described below]



Preparing your images for posting

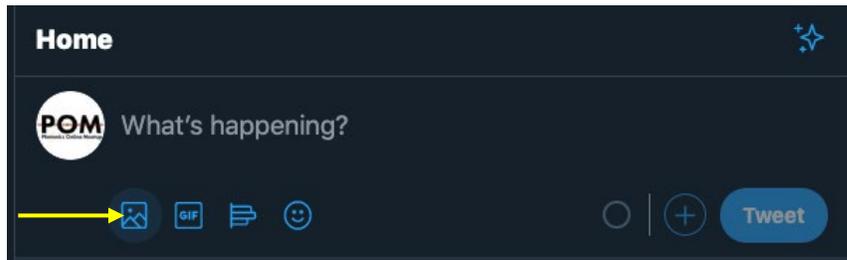
- To ensure that your images are the correct aspect ratio, we prepared a PowerPoint template that is posted on [the conference website](#). This series of four slides has the correct aspect ratios and font sizes for the Twitter-based poster session. These slides were used to create the tweet shown above.
- To clearly explain your work to a broad technical audience, we recommend the following content for the four images (as indicated in the PowerPoint template):
 - Slide 1: Title, author list, affiliation, abstract, and any related references
 - Slide 2: Background and/or motivation
 - Slide 3: Method or techniques
 - Slide 4: Results and conclusions

- Once the slides are ready, save them as PNG files by exporting the slides as an image. The location of this option varies depending on the PowerPoint version. You will need to select the “Save Every Slide” option and set the width to 864 pixels or larger. This will create 1 PNG image for every slide in a new folder named after your PowerPoint file.

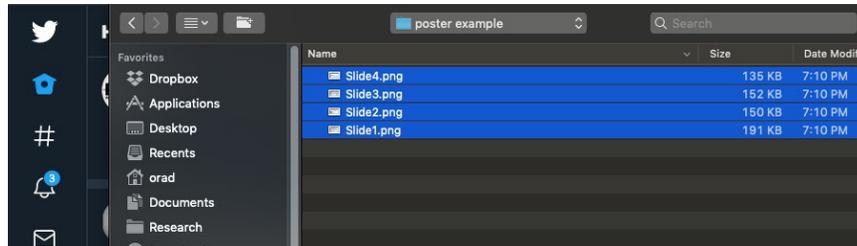
Posting the poster on twitter

If you do not have a Twitter account, please see the end of this document. These instructions assume that you are posting from a computer, not a mobile device.

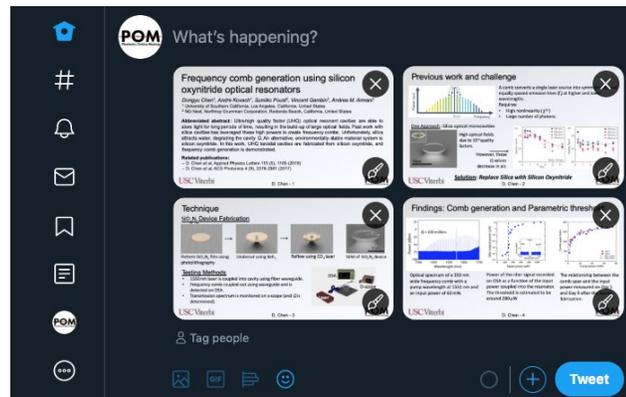
- Log into your twitter account



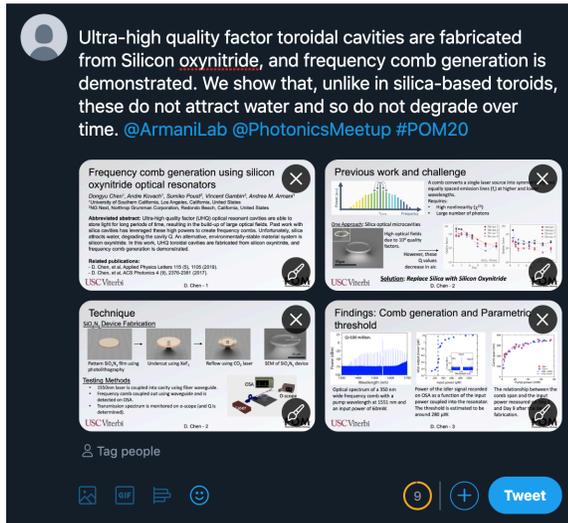
- Click the “image” icon (the first one on the left, indicated with an arrow)
- A folder browsing box will open. Select all of the 4 slides **in numerical order**



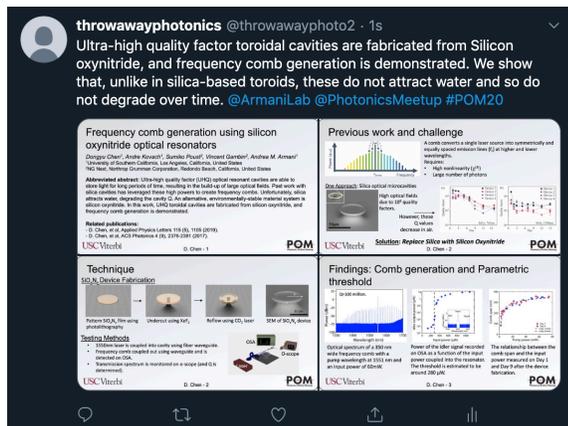
- Click open. Now the 4 slides should appear in the window in 4 quadrants, like so:



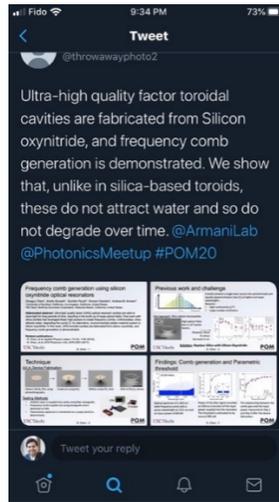
- Write a single-tweet explanation of your poster that clearly states the key finding. Make sure to tag @PhotonicsMeetup and to include:
 - The hashtag #POM20ju [This is the hashtag of the conference. You are required to include this hashtag
 - One of the following subtopic hashtags:
 - #POM20AI
 - #POM20bio
 - #POM20LM
 - #POM20other
- Note that, once posted, all tweets that tag @PhotonicsMeetup and include the #POM20ju hashtag will be re-tweeted from the conference account.



- Click "Tweet". The 4 quadrants will combine to look like this on a computer:



- And like this on the mobile app:



Additional information and suggestions

Additional hashtags

To increase visibility, you may want to use additional hashtags. Here are a few suggestions that may be relevant:

- #photonics
- #optics
- #PhDlife
- #AcademicTwitter

Creating a twitter account

If you do not have a twitter account, please follow the instructions located here (<https://twitter.com/?lang=en>) to create one. The minimum recommended details include are:

- Name, which can be different from your twitter handle
- Photo, which can be a headshot or some other photo
- Bio, which should describe key facts about you. You can include your affiliation, your research interests, your interests outside of the lab, or anything else you would like to share